

Message Text

CONFIDENTIAL

PAGE 01 OTTAWA 01360 071926Z

ACTION EUR-12

INFO OCT-01 ISO-00 EURE-00 SSO-00 NSCE-00 USIE-00 INRE-00

CIAE-00 DODE-00 PM-04 H-01 INR-07 L-03 NSAE-00 NSC-05

PA-01 PRS-01 SP-02 SS-15 /052 W

-----071934Z 060286 /43

O 071908Z MAR 77

FM AMEMBASSY OTTAWA

TO SECSTATE WASHDC IMMEDIATE 2701

INFO AMCONSUL MONTREAL

ALL OTHER CANADIAN POSTS (POUCH)

C O N F I D E N T I A L OTTAWA 01360

EO 11652: GDS

TAGS: PGOV, CA

SUBJECT: TRUDEAU SWEEPS PAST CLARK IN POPULARITY POLL

1. IN SURVEY CONDUCTED THREE WEEKS BEFORE PM'S SUCCESSFUL WASHINGTON VISIT, 43 PERCENT OF VOTERS INDICATED THEY FAVOR TRUDEAU IN OFFICE AND ONLY 30 PERCENT WANT CLARK RUNNING COUNTRY. THIS HEAD-TO-HEAD POLL IS DRAMATIC REVERSAL OF FORTUNES FOR TWO POLITICIANS AS LAST SEPTEMBER SAME POLL SHOWED CLARK LEADING TRUDEAU NATIONALLY BY 36 TO 28 PERCENT. IN LATEST SURVEY, TRUDEAU MOVED AHEAD OF CLARK IN KEY AREAS OF ONTARIO BY 44 TO 29 PERCENT AND OF QUEBEC BY 55 TO 16. TRUDEAU ALSO NARROWED CLARK'S LEAD IN WEST WHICH IS PROGRESSIVE CONSERVATIVE (PC) LEADER'S CENTER OF STRENGTH.

2. RESULTS OF POLL ARE AS FOLLOWS:

BEGIN TEXT. REGARDLESS OF ANY POLITICAL FEELING YOU MAY HAVE, AND THINKING JUST OF THE INDIVIDUALS, WHICH MAN DO YOU THINK WOULD MAKE THE BEST PRIME MINISTER FOR CANADA - PIERRE TRUDEAU OR JOE CLARK?

TRUDEAU CLARK OTHER UNSURE

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NATIONAL

TODAY	43	30	4	23
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OCT. 1976	28	36	9	27
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BY REGION

TODAY

ATLANTIC	29	45	3	23
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QUEBEC	55	16	5	24
ONTARIO	44	29	3	24
PRAIRIES	33	39	3	24
B.C.	31	40	7	23

3. COMMENT: THIS REMARKABLE CHANGE IN TRUDEAU'S POPULAR
STANDING IS ESSENTIALLY DUE TO TWO FACTORS: (A) GROWING
FEELING AMONG CANADIANS THAT PM IS BEST QUALIFIED PERSON
TO THWART QUEBEC SEPARATIST THREAT AND TO PRESERVE UNITY
OF COUNTRY; AND (B) CLARK'S INABILITY AFTER ONE YEAR AS
OPPOSITION LEADER TO SHOW ANY CHARISMA AND TO CONVINCE ANY
APPRECIABLE NUMBER OF PEOPLE HE HAS LEADERSHIP QUALITIES.
PROGRESSIVE CONSERVATIVES CAN DERIVE SOME COMFORT FROM
THEIR CONTINUING LEAD OVER LIBERALS IN PARTY-TO-PARTY
POLL, BUT WE SUSPECT RESULTS OF NEXT POLL OF THIS TYPE
WILL SHOW LIBERALS CLOSING GAP. IF THEY DO SO, PRESSURE
WILL UNDOUBTEDLY MOUNT ON TRUDEAU TO CALL AN EARLY
GENERAL ELECTION. ENDERS

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: DATA, REPORTS, PUBLIC OPINION POLLS
Control Number: n/a
Copy: SINGLE
Sent Date: 07-Mar-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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ISecure: 1
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Litigation Codes:
Litigation History:
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Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Review Exemptions: n/a
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Review Release Date: n/a
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TAGS: PGOV, CA, (CLARK, JOE), (TRUDEAU, PIERRE-ELLIOTT)
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